

# California Complete Count – Census 2020

## Convening & Implementation Plan Workshop

August 23, 2019  
Region 9 – Orange County  
City of Santa Ana



BE COUNTED, CALIFORNIA!





# State Census 2020

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## Welcome & Opening Remarks



# Agenda

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- Welcome
- California Census Office
- US Census Bureau
- Landscape of Outreach Strategies
- From Strategy to Implementation



# State Census 2020

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**Sara Pol-Lim**

**Regional Program Manager –  
Orange County**

**California Complete Count  
Census 2020**



# State Census 2020

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**Senator Tom Umberg**

**Co-Chair – Senate Select  
Committee on the 2020  
United States Census**

**Senate District 34  
California State Senate**



# State Census 2020

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**Congressman Lou  
Correa**

**Congressional District 46  
United States House of  
Representatives**



# State Census 2020

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**Supervisor Andrew Do**

**Supervisor, 1<sup>st</sup> District**  
**Orange County Board**  
**of Supervisors**



# State Census 2020

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**Ditas Katague**

**Director**

**California Complete  
Count -**

**Census 2020**



# The Separation of Roles

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## U.S. Census Bureau

- Canvasses and counts everyone living in the U.S.
- Ensures outreach and media campaigns inform everyone in the U.S.

## California Complete Count – Census 2020

- Helps get the word out to the hardest-to-count Californians
- Ensures grassroots culturally appropriate outreach and multicultural, in-language media efforts in California



# Role of the State

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- Outreach to the hardest-to-count Californians
- Coordinate statewide with contracted partners and stakeholders
- Identify gaps, develop necessary tools, disseminate best practices



# California's 2020 10 Regions



# Where, Who & How ?

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Basing our outreach and communications strategy on:

- **Where** - address based enumeration, CA HTC Index and the LRS
- **Who** – California's vulnerable populations
- **How** – Leveraging existing sectors

**Final result:** Trusted messengers with trusted messages, in trusted, safe places

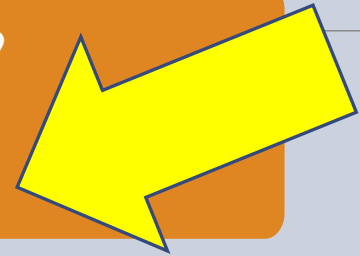


# Phased Approach for 2020

**Phase 1: Convene, Collaborate, Capacity Build FY 2017-18**

**Phase 2: January – December 2019 Educate & Motivate FY 2018-19**

- a) January – June 2019 : (Educate)
- b) July – December 2019: (Motivate)



**Phase 3: January – March 11, 2020 Activate**

**Phase 4: March 12, 2020 – April 30, 2020**

**Self-Response “Be Counted”**

**Phase 5: May 1, 2020 – July 30, 2020**

**Non-Response Follow-Up “It’s not too late”**

**Phase 6: August 1, 2020 – June 30, 2021**

**Assess & Report**

# What You Can Do Right Now

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- ☐ Designate a Census Coordinator/Lead
- ☐ **Build Partnerships and Collaborate with Counties, Cities, Local Complete Count Committees, Local CBOs and Foundations**
- ☐ Identify your Hard-to-Count Populations and Census Tracts
- ☐ Identify Existing Outreach Methods and Tools
- ☐ Connect with a State Regional Program Manager



# Sign Up for our Mailing List to Receive News Releases



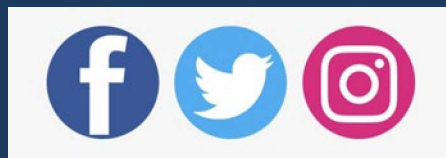
Visit our Website: [Census.ca.gov](https://census.ca.gov)





California Complete  
Count Email:  
[info@census.ca.gov](mailto:info@census.ca.gov)  
Phone: (916) 852-2020  
Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:  
[@CACompleteCount](https://twitter.com/CACompleteCount)



BE COUNTED, CALIFORNIA!







# State Census 2020

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**Bao Nguyen**

**Partnership Specialist  
Team Leader**

**Orange County  
US Census Bureau,**

# 2020 Census and CCC Overview



Presented By Bao Nguyen  
U.S. Census Bureau, Orange County, CA

# It is in the Constitution.

*“The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.”*

## **Article One, Section Two**

### **Constitution of the United States of America**

- **Apportionment**
- **Redistricting**
- **Distribution of Funds**
- **Inclusive Event**
- **Civic Engagement**
- **Democracy**

TIMELINE	OPERATION
August 2019	Address Canvassing (AC)
March 2020	Update/Leave (UL)
March 2020	Service Based Enumeration (SBE)
March 2020	Group Quarters Enumeration (GBE)
March 12-20	Self-Response
April 1, 2020	Census Day
April 2020	Early Non-Response Follow-up (ENRFU)
May 2020	Non-Response Follow-up (NRFU)

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12–20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16–24	A reminder letter.
	<b>If you haven't responded yet:</b>
March 26–April 3	A reminder postcard.
April 8–16	A reminder letter and paper questionnaire.
April 20–27	A final reminder postcard before we follow up in person.

## We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

# Your Answers are Protected by Title 13 of the U.S. Code

- ✓ The Census is confidential and required by law
- ✓ Results of the Census are reported in a statistical format only
- ✓ We do not share respondent personal information with other government agencies
- ✓ All Census employees swear to a lifetime oath to protect respondent information
- ✓ Penalties for wrongful disclosure - Up to 5 years imprisonment and/or a fine of \$250,000



# JOIN THE 2020 CENSUS TEAM

United States<sup>®</sup>  
**Census**  
**2020**

[2020census.gov/jobs](https://2020census.gov/jobs)

The U.S. Census Bureau is an Equal Opportunity Employer.

2020CENSUS.GOV

Shape  
your future  
START HERE >

United States<sup>®</sup>  
**Census**  
**2020**

# Complete Count Committees

**B**ring a structured, focused, and unified outreach and communication campaign to their communities

Tribal, state, and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their constituents.

Committee members are experts in the following areas:

- Government
- Education
- Media
- Community Organizations
- Workforce Development
- Faith-Based Community
- Business
- Other, based on needs



# Contact Information

**Bao Nguyen**

Partnership Specialist Team Leader

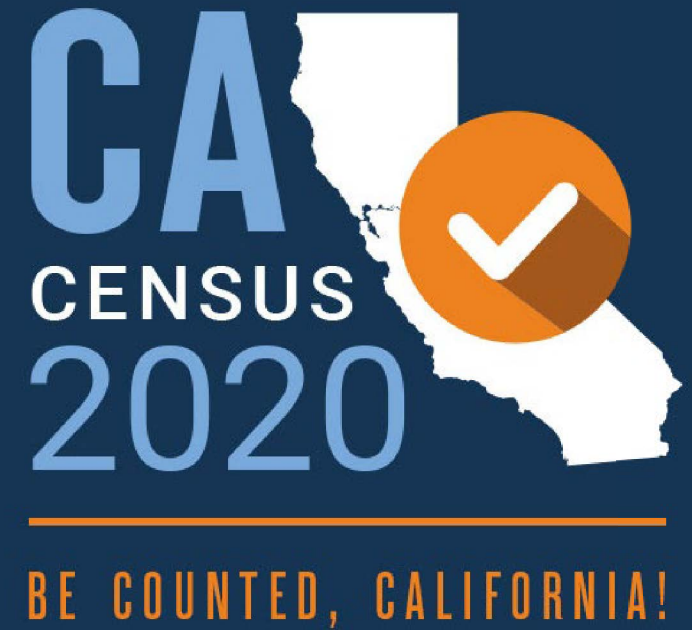
657-364-6903

[bao.nguyen@2020census.gov](mailto:bao.nguyen@2020census.gov)

# County of Orange

**Saul Viramontes**

August 23, 2019  
Santa Ana





# County Outreach Efforts

- Census Outreach RFP
- Media, Communications, & Advertising
  - Countywide Census “Get Counted” campaign
  - Media Kit and Outreach materials to be provided to all partners
  - Contracting with many local, ethnic media outlets
  - Working with our network for earned media
- Questionnaire Assistance Centers
  - Activating all County public assistance service centers, County Libraries, and County sponsored assets such as Family Resource Centers
- Census Day Events
- Leveraging Existing Resources
  - County publications and social media
  - Training line staff to message key Census information to the public
  - Census messaging in OC Voter Guides for the 2019 November Special Election and 2020 Primary Election



# Outreach RFP

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## Census Outreach Request for Proposals (RFP)

- **August 30** - Finalizing the RFP by the end of the month
- **September** – Releasing the RFP which will remain open approximately three weeks
- **October** – Evaluation of proposals
- **November** – Board to consider recommendations
- **December** – Mandatory meetings with all contracted stakeholders
- **January** – Outreach to start in January and last through June



# Outreach RFP

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## Census Outreach Request for Proposals (RFP)

- Focused on person-to-person outreach
- Potential for additional funding to be added
- Can be used for the Non-Response Follow-up Plan
- All Census partners are welcome to propose



# State Census 2020

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**Sarah Middleton**

**Charitable  
Ventures of  
Orange County –  
Region 9 ACBO**



# Making Sure Orange County Counts

An Overview of Community-Based Census Outreach Efforts  
from Charitable Ventures, the Region 9 ACBO

# Orange County Census Executive Team

1. Access California Services
2. Community Action Partnership of Orange County
3. First 5 Orange County
4. NALEO (National Association of Latino Elected and Appointed Officials) Educational Fund
5. Orange County Asian and Pacific Islander Community Alliance (OCAPICA)
6. Orange County Congregation Community Organization (OCCCO)
7. Orange County Community Foundation
8. Orange County Grantmakers
9. Orange County Human Relations
10. Orange County United Way
11. The California Endowment



# Orange County's Community-Based Outreach Plan

- Charitable Ventures is fiscal agent for \$1.4M State contract and will distribute funding to sub-contractors.
- Charitable Ventures will also deploy funds from the \$1M private philanthropy pooled fund to support outreach not covered by State funds.
- Goals:
  - Support and resource OC nonprofits to achieve accurate count
  - Administrate contracts
  - Establish between 50-100 QAC/QAK locations
  - Manage the point-in-time data management for the region through the State SwORD system
  - Coordinate with State, Regional, County, City efforts
  - Identify/distribute in-kind resources that can be deployed in OC

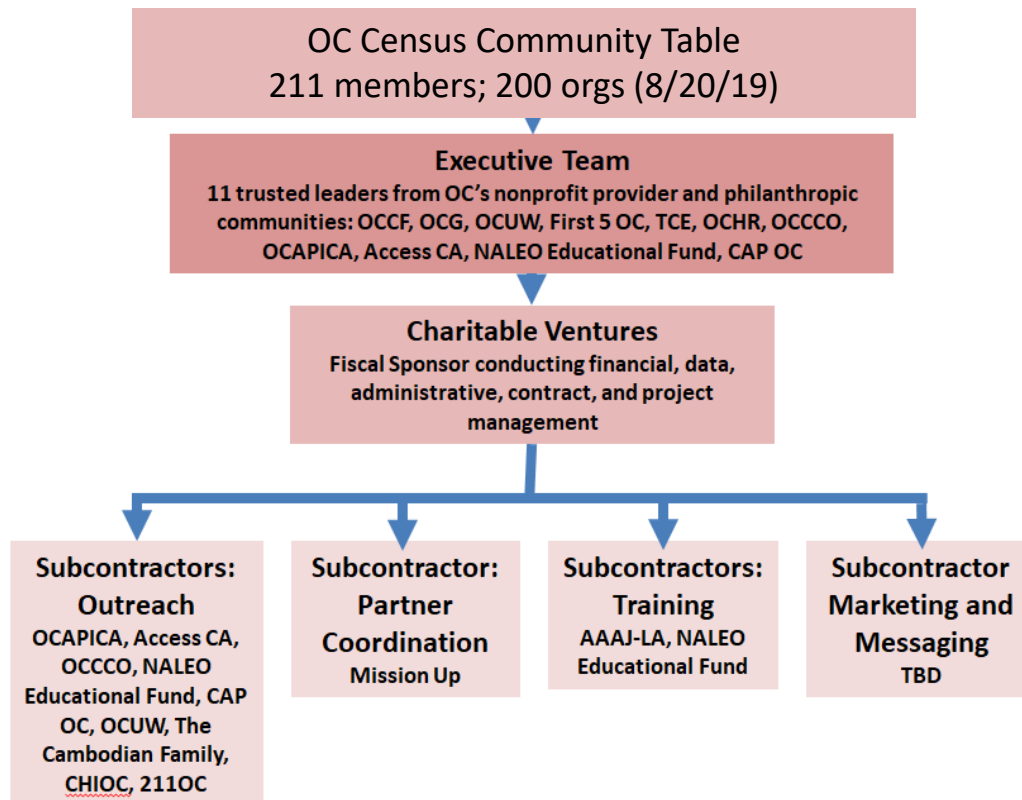
# Our Outreach Framework is Guided...

By five primary objectives:

1. Targeted and intentional use of public funds to PUMAs with high numbers of HTC
2. Leverage philanthropy to expand the plan to smaller HTC populations
3. Leverage partnerships, associations and regional networks
4. Alignment with County, Regional and State efforts
5. Strategic and responsive communication to address potential miscommunications and threats to Census outreach

# What's Facing Orange County

It's estimated that ~25% of our 3 million residents are Hard-to-Count (HTC), representing 750,000-800,000 individuals.



The OC Census Community Table is a cross-sector hub for Census education and outreach, specifically for HTC populations

# Lead Sub-Contractors

## **Outreach:**

1. Access California Services
2. Community Action Partnership of Orange County
3. Community Health Initiative of Orange County (CHIOC)
4. NALEO (National Association of Latino Elected and Appointed Officials) Educational Fund
5. Orange County Asian and Pacific Islander Community Alliance (OCAPICA)
6. Orange County Congregation Community Organization (OCCCO)
7. Orange County Human Relations
8. Orange County United Way
9. The Cambodian Family

## **Training:**

1. Asian-Americans Advancing Justice – LA
2. NALEO Educational Fund

# Strategy 1 – Targeted Use of Public Funds

EXHIBIT 1: Tier 1 – HTC Populations in PUMA $\geq 10,000$ + Language Access (numbers in thousands)											
HTC Categories	TOTAL IN ALL 18 PUMAS	Santa Ana (East and West)	Anaheim (East and West)	Irvine	Garden Grove (East)	Fullerton/Placentia	Westminster/Stanton/Garden Grove (W)	Buena Park/Cypress/Seal Beach	Aliso/Laguna/Newport	Lake Forest/Tustin/Silverado	TOTAL IN TARGET PUMAS
Residents 200% below poverty	838	149	129	58	63	55	65	43	33	39	634
Foreign born	963	144	128	96	79	57	66	60	46	63	739
MENA	96		10	24	2		3	4	8	5	56
LEP Spanish	318	111	58		16	19	15				219
LEP Vietnamese	117	14	11		38		31				94
LEP Korean	38			6	3	6		9	6	2	32
LEP Chinese	38	2	3	10		3		2	3	5	28
LEP Persian	15			3					2		5
LEP Tagalog	13		2					2			4
LEP Arabic	7		2								2
LEP Cambodian	6		4								4

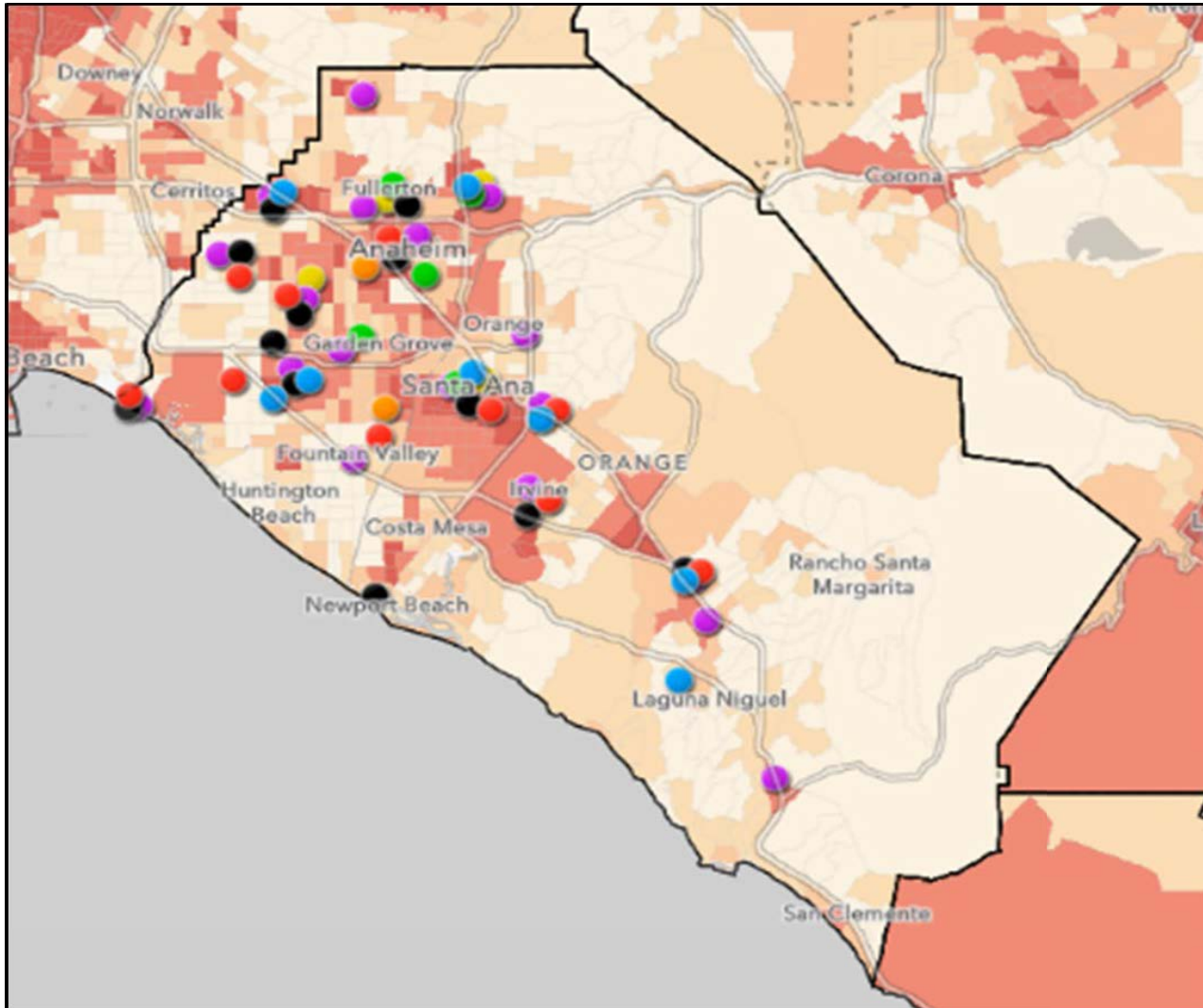
# Strategies 2 and 3 – Opportunities for Private \$

EXHIBIT 2: Tier 2 – HTC Populations in PUMA ≤ 10,000, across all PUMAs (numbers in thousands)	
HTC Categories	Total
Native American	6
Pakistani	4
Samoan	2
Thai	4
Indonesian	2
Sri Lankan	2

EXHIBIT 3 Tier 3 – HTC Populations ≥ 25,000 Across all PUMAs (numbers in thousands)	
HTC Categories	Total
Veterans	108
Seniors*	458
African-Americans	49
Children 0 to 5	223
LGBTQ	147
Disabled – Vision	24
Homeless	5

*\*58% of veterans in OC are senior citizens, so an outreach strategy for seniors may also capture veterans.*

## Example: Partner Orgs Reaching HTC LEP Spanish



An estimated 318,000 OC residents are LEP Spanish. The CBOs shown in the table are the first sub-contractors identified to focus on the LEP Spanish community, along with their outreach targets. Subsequent funding rounds will dramatically expand the number of CBOs engaged in outreach.

# Selected Tactics for Effective Outreach

- Education
- Using the “trusted messenger” model
- Targeted outreach to communities with culturally competent messaging
- Capacity building and technical training to build champions
- Coordination, partnerships and coalition-building
- Data tracking and reporting
- Direct outreach
- Ethnic media, social media and text to text outreach
- Special and community events
- Communications and marketing
- Working with businesses and worksites of the HTC
- Engaging youth
- Working with schools and universities
- Phone-banking



# Language Access

**Required by the State:** Spanish, Vietnamese, Korean, Chinese, Farsi, Tagalog, Mandarin, Arabic, Japanese, Khmer, Cantonese, and Min Nan Chinese.

**Additionally, our sub-contractors can offer the following languages:**

- Taiwanese
- Fukien
- Teochew
- Thai
- Samoan
- Tongan
- Urdu
- Pashtu/Pashto
- Hindi
- Sinhalese
- Gujarati
- Hmong
- Ilonggo

## Since May 2019, Our ACBO Has:

- Developed terms and parameters for sub-contracts
- Expanded the OC Census Community Table to broaden regional support
- Have worked closely with the County, State and US Census Bureau teams
- Prepared for broad use of, and uploading to, the SwORD system
- Met with local electeds about the Regional ACBO plan
- Built and launched a website ([www.occensus.org](http://www.occensus.org)) as a clearinghouse for information, as well as launched Facebook (@OCCensus) and Twitter (@OCCensus2020) accounts
- Formalized the locations of the planned QACs and QAKs
- Built a case for funding and began to solicit private philanthropy to support the effort
- Worked with NALEO and AAAJ-LA as sub-contractors to develop a plan for training organizations in Orange County
- Hosted an initial quarterly OC Census Expo with ~200 attendees

# Upcoming RFPs

## **RFP #1**

- Will be released Tues, Sept 3
- Will help Charitable Ventures identify the remaining ACBO sub-contractors
- There are eligibility requirements
- Applications will be due by 5pm PT on Fri, Oct 4

## **RFP #2**

- Released Fri, Nov 1
- Funding will focus on any gaps in the strategy outlined for RFP #1 and also on historically undercounted, but smaller, populations like Samoan, Pakistani, etc. We may also direct funding to larger HTC groups that aren't necessarily concentrated in a certain city/community, like seniors, LGBTQ, people with disabilities, etc.
- Applications will be due by 5pm PT on Mon, Dec 2

# Get Involved

You can:

- Join the OC Census Community Table
- Sign up to be a QAC/QAK
- Hold a Be Counted event
- Apply for a sub-contract or grant
- Connect us to others

# Contact the ACBO

[sarah.middleton@missionup.co](mailto:sarah.middleton@missionup.co) or [susan.johnson@charitableventuresoc.org](mailto:susan.johnson@charitableventuresoc.org)



@OCCensus



@OCCensus2020



[www.occensus.org](http://www.occensus.org)

# Next Census Expo

**Thursday, September 19**

**Check-In: 8:30am**

**Event: 9am-12pm**

**Delhi Center, Santa Ana**

**To request an invitation, please email**  
**[sarah.middleton@missionup.co](mailto:sarah.middleton@missionup.co) *(not .com)***



# State Census 2020

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**An Le**

**2020 Census  
Statewide Network  
Manager  
Advancing Justice –  
Los Angeles**



ASIAN AMERICANS  
**ADVANCING  
JUSTICE**  
LOS ANGELES

# OC CENSUS 2020 Coordination & Training Plan

Asian American and NHPI Communities

August 2019

Building upon the legacy of the Asian Pacific American Legal Center



# Network Partners

- Asian Resources, Inc. – Sacramento
- Jakara Movement – San Joaquin
- Asian Law Caucus – Bay Area
- Chinese for Affirmative Action – San Francisco
- Asian Law Alliance – Santa Clara
- Fresno Center for New Americans – Central Valley
- Asian Pacific Policy and Planning Council – Los Angeles
- **Orange County Asian and Pacific Islander Community Alliance – Orange County**
- Union of Pan Asian Communities – San Diego
- Empowering Pacific Islander Communities – Statewide
- AAPIs for Community Empowerment - Statewide



# What Will We Do?

- Trainings
- Materials Production
- Media Work
- Advocacy



# Trainings

## In-person trainings (Fall 2019)

- Census 101: importance of the census; developing talking points; addressing concerns about confidentiality; where to get language assistance; roles that different types of organizations can play

## Webinars (early 2020)

- Preparing Questionnaire Assistance Centers/Kiosks
- Preparing for Non-Response Follow-Up



# Materials Production

## **Required under LACAP:**

- Chinese\*
- Hindi
- Hmong
- Japanese\*
- Khmer
- Korean\*
- Iu Mien
- Punjabi
- Tagalog\*
- Telugu
- Thai
- Vietnamese\*

## **Additional Languages:**

- Bengali
- Burmese
- Fijian
- Gujarati
- Lao
- Marshallese
- Samoan
- Tamil
- Tongan
- Urdu





# State Census 2020

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**Nancy Avila**

**Regional Census  
Campaign Manager**

**NALEO Educational Fund**



# **Census 2020: Ensuring a Full Count of Latinos in Orange County**

August 23, 2019

**Nancy Avila**  
**Regional Census Campaign Manager**  
NALEO Educational Fund

NALEO Educational Fund was established in 1981, NALEO is the nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service



**Policy, Research  
& Advocacy**



**Constituency  
Services**



**Civic  
Engagement**

The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.




The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:

- “Train-the-trainer” curriculum & training opportunities;
- State of the Census 2020 briefings;
- Campaign material, stakeholder toolkits, and promotional information;
- Public awareness events and informational panels;
- Digital and traditional media efforts;
- Questionnaire Information & Assistance Centers
- National bilingual hotline – **877-EL-CENSO** (877-352-3676);
- Informational Website: [hagasecontar.org](https://hagasecontar.org)




# Bilingual Census Informational Material



## CENSO 2020:

### Haga que los Centros de Salud Cuentan

Más de \$800 mil millones en el año fiscal 2016 en fondos federales fueron distribuidos sobre la base de datos guiados por el Censo, incluyendo \$361.2 mil millones en fondos para Medicaid. Las clínicas comunitarias y los centros de salud atienden a millones de pacientes a nivel nacional, lo que equivale a miles de millones de dólares en fondos necesarios para los próximos 10 años.



#### ¿Qué es el censo?

La Constitución de los EE. UU. requiere que el gobierno federal realice un censo cada diez años de todos los que viven en el país. El censo debe incluir a las personas de todas las edades, grupos raciales y étnicos, y ciudadanos y no ciudadanos. Cada hogar debe completar un formulario del censo, ya que participar en el censo es nuestro derecho y nuestra responsabilidad.

#### ¿Qué es lo que está en riesgo si no respondemos?

Programas federales clave dependen de la información y las asignaciones obtenidas en el censo, incluyendo:

- Medicaid
- Programa de Seguro de Salud para Niños (CHIP)
- Vales de Vivienda Sección 8
- Programa Nutricional Suplementario para Mujeres, Infantes y Niños (WIC)

Estos son programas vitales, fundamentales para apoyar la salud y bienestar de nuestras comunidades.

#### ¿Cómo invitará el Censo 2020 a que todos respondan?

Cuando sea tiempo de responder, la mayoría de los hogares recibirán una invitación por correo. Por primera vez, el cuestionario del censo podrá ser llenado en línea, por teléfono o en el formulario de papel. La asistencia en línea y por teléfono estará disponible en 13 idiomas.

#### ¿Cuándo podemos llenar el censo?

Cada casa recibirá una invitación inicial para responder al Censo 2020 la semana del 12 de marzo de 2020. Si un hogar no responde después de la carta inicial, recibirán invitaciones adicionales por correo.

#### ¿Qué podemos esperar que nos llegue en el correo?

EN O ENTRE	USTED RECIBIRÁ
12 - 20 de marzo	Una invitación para responder el Censo 2020 en línea (algunos hogares también recibirán cuestionarios en papel)
15 - 24 de marzo	Una carta de recordatorio
EN O ENTRE	SI NO HA RESPONDIDO AÚN:
26 de marzo al 3 de abril	Una tarjeta postal de recordatorio
8 - 16 de abril	Una carta de recordatorio y un cuestionario en papel
20 - 27 de abril	Una tarjeta postal de recordatorio final antes de que la Oficina del Censo le dé seguimiento en persona a los hogares que no respondieron

Para más información, visite [hagasecontar.org](http://hagasecontar.org) o llame al 1-877-EL-CENSO (352-3676).

## NATIONAL HEALTH CENTER WEEK

August 4-10, 2019



**2020 Census data** will guide billions of dollars in funding for community clinics and health centers that offer care to underserved communities and vulnerable populations.



**Make Health Centers Count!**



# 877-EL-CENSO (877-352-3676)

## Bilingual Census Information Hotline

Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

**Fully trained bilingual staff and trusted messengers ready to answer all census related questions, including:**

- ✓ Information about Summer 2019 test
- ✓ Census outreach events in your community
- ✓ How and where to apply for Census jobs
- ✓ Up to date information on Census operations and CQ
- ✓ Flagging major issues and rapid response referrals
- ✓ Self response methods and non response follow up
- ✓ Basic information on questionnaire and who should be included



# Thank you.

**Nancy Avila**

Regional Census Campaign Manager

Orange County

navila@naleo.org

Twitter: @NALEO | #HagaseContar

[www.hagasecontar.org](http://www.hagasecontar.org)

[www.naleo.org](http://www.naleo.org)

California Complete  
Count Email:  
[info@census.ca.gov](mailto:info@census.ca.gov)  
Phone: (916) 852-2020  
Web: [Census.ca.gov](https://census.ca.gov)

For the latest updates:  
[@CACompleteCount](https://twitter.com/CACompleteCount)

